



Jeffrey Love's

agenda...

Strutting my stuff

JEFFREY LOVE
CREATIVE DIRECTOR DESIGNER

www.JeffreyLovesCreative.com
www.InFilmGraphics.com

Seasoned creative/design professional with award-winning (brand driven) marketing/promotional campaigns to build awareness and generate trail/sales in consumer goods and B2B categories. Leadership management style to build high-performance design teams to deliver desired marketing and promotional results. Ability to conceptualize the “big picture” while attending to every minuscule detail to exceed client results. Excellent communication skills to interact with senior leadership while motivating junior team members. Ability to work in a corporate or agency environment with little supervision to produce traditional and digital media to parallel with marketing concepts

KEY STRENGTHS

- B2C & B2B Creative Strategies
- Brand and Positioning Strategies
- Budget Management and Forecasting
- Project Management & Workflow Software
- Designing and Producing Video Content
- Digital Design
- High Performance Team Development
- Experiential Marketing Event Design

EXPERIENCE:

Woodall Creative Group, Atlanta GA - 2016 – Present

Creative Director

Clients: Kid 'R' Kids Learning Academies

- Created activation programs for a more robust recruitment campaigns. Add new digital touch points, including Social Media, mobile app, video content and direct mail delivery system that engages franchisers and motivate a team work culture. Surveys and measuring for ROI. Mange and implement new strategies to build new image campaign for Kids 'R' Kids Learning Academies to strengthen the brand as a company
- Report directly to owner of Woodall Creative Group, on 3 areas of ownership and accountability including:
 - 1) Bring progressive branding Strategy to WCG for our clients. Implement action for across creative and client interface.
 - 2) Reinvent the Creative process at WCG, using touch points design as an advantage for our clients. Branch out with-in our clients company to grow more business from with-in clients departments. Such as Customer Service, Franchisers marketing materials and Training department. Work with creative teams on a day to day basis and over see the creative quality. Guide presentation development in-house as well as presenting concepts to clients. Mange contracts of vendor and orchestrate budget and milestone meetings
 - 3) gather and use measurable results to determined future goal-setting for clients. Implementing a work flow and productivity system within Woodall to aid in determining accurate budgeting and improve efficiency



Vantage Live by Iteris, CA (Intersection Camera Event Animation) Contract 2017

- Create and design a 90sec animation describing the benefits and use of Vantage Live Intersection Camera System
- Hire voice over, illustrator and write script, design animation assets, Use Final Cut Pro to program animation.

QualComm and SnapDragon 2016 CES Vegas Show, Culver City CA – CONTRACT 2015 – 2016

Lead Creative Designer

Client: Denizen Company, QualComm and SnapDragon

- Create and design several 3D illustrated digital concepts to show activation of new 4K products for experiential marketing event presentation

California Scents, Irvine CA - 2011 – 2015

Creative Director

Products: California Scents Air fresheners

- Strengthen and streamline CS brand to maximize retail shelf space and promote best-sellers
- Reinvigorate the company for future acquisition, which resulted in a very successful sale of the company in 2014
- Create activation event programs to launch new fragrances products.
- Develop image, packaging and brand awareness campaigns (digital & print) to modernize look, feel, and brand to promote trial and sales

Campos Creative Works, Santa Monica CA - Contract 2013

Creative Director

Client: XPrize Visioneering Event

- Created and produced presentation for RFP from XPrize, Designed overall event theme
- Work closely with team to produce event agenda and curriculum for breakout sessions
- Developed spaces and overall footprints for each breakout session spaces

Apex Performance, Lake Forest CA - Contract 2010

Creative Director

Clients: Lexus CT 200h After Dark Tour, Scion

- Creative lead and strategist RFP, Designed and produce presentation
- Created engaging intercepts for multi-city daytime and night time events
- Designed branded look for event and produce footprint, props and organized data cap
- Work with engineering designers to build exhibition props and intercept zones

Specialized Marketing Services Inc., Irvine CA - 2007 - 2009

Creative Director

Clients: LGE MobileComm USA, Sprint, AT&T/ Cingular, Stremicks Heritage Foods, Lufthansa Airlines

- Developed new phone launch kits experience
- Manages the print production of package for new phones and delivery
- Developed marketing incentive programs and touch point design



commitment

execution for maximum results

Maritz Interactions, Torrance CA - 2006 – 2007

Creative Director

Clients: 2007 Toyota Tundra Outdoor Tour, Nissan & Scion

- Created activation themes for each (5) Toyota Tundra Trucks for a variety of events including the Annual Bass Master Fishing Event
- Worked closely with AD, producers and 3D illustrator for footprint that creatively enplane the activations for each truck
- Designed animation storyboard for a 2 min truck simulator. Worked with vendors to create animation, Voice over sound and movement execution of mechanics for the simulator

AgencyLove, Advertising & Marketing Inc., Atlanta GA - 1993 – 2006

Creative Director / Principal

Clients: Coca-Cola USA, Kennesaw University, Peachtree Doors and Windows, Beyoncé Knowles, RiverRock Real Estate Group, Home Depot and G-8 Summit

- Worked with several large brands on consumer-facing engagements from entertainment to corporate and government projects. Manage production for print materials
- Hired and managed contractors and creative for clients marketing initiatives

EDUCATION

Art Direction & Design, Portfolio Center, Atlanta, GA

BA, Savannah College of Art, Savannah, GA

AWARDS

2018 - Communicator Award, Kids 'R' Kids Summer Camp

2018 - Communicator Award, Kids 'R' Kids Training Video

2018 - Communicator Award, Kids 'R' Kids Business to Consumer

2018 - W3 Award, Kids 'R' Kids-Kids R Growing Social Media

2018 - W3 Award, Kids 'R' Kids-Kids R Growing Video

2018 - Communicator Award, Kids 'R' Kids Back to School Campaign

2018 - Davey Award, Kids 'R' Kids Summer Camp Campaign

2018 - Davey Award, Kids 'R' Kids Morning Chaos Video

2018 - Davey Award, AMA, Brochure Design

2017 - Davey Award, Web Site, E-Transform

2017 - W3 Award, Web, Print, Social Media Campaign, Kids 'R' Kids Learning

2009 - Academies, ABA The Stevie Award, Best Design in Advertising/Design Craft and Technique

2009 - MFSA Award Best single-piece self-promotion mailing

2008 - The American Business Awards: The Stevies Award for Organic Heritage Foods

2008 - MFSA Award Nomination for Rumor Phone by LG

1988 - Gold Addy Award, ATL: Classic Cheese Cake Company

1988 - Silver Addy Award ATL: Savannah Jazz Festival